

# ANASTASIA MARTYNOVITCH

## CONTACT ME

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## TOOLS

**Expert:** Sketch, Trello

**Intermediate:** HTML, CSS, Bootstrap 3/4, JavaScript, Python, Adobe XD, Agile Methodology

**Beginner:** Git, MongoDB, Express, Node.js, jQuery, RESTful practices, CRUD, user authentication

## AWARDS

### Manulife Smart Tech Challenge

Used Fitbits to aggregate clients' health data and better estimate insurance premiums. First place winner out of 40 teams (\$12,000, a Macbook, and an internship at the Manulife R&D Lab).

### Laurier Centennial Scholarship

Awarded to one student per faculty. School of Business is the largest faculty at Laurier (5,600 students). Scholarship covered freshman tuition.

## EDUCATION

### Wilfrid Laurier University, 2019

#### Waterloo, ON

Bachelor of Business Administration  
Minor in Computer Science

### Udemy Web Dev Bootcamp

Completed over 40hrs of front and back-end curriculum using the MEAN stack. Currently creating a [demo web app](#).

## WORK EXPERIENCE

May 2018

- Aug 2018

### Associate Product Manager, Prenetics Hong Kong

*Prenetics is the leading genetic testing/digital health company in Southeast Asia. \$53M funding, led by Alibaba*

- Worked across teams to prepare first consumer product launch
- For example, conducted customer interviews; identified problems with existing packaging. Worked with design and ops teams to iterate on packaging design. Resulted in 60% fewer user errors, and cost savings for each DNA kit sent

Sept 2017

- Dec 2017

### Business Development Representative, Hubdoc

*Hubdoc uses ML and the cloud to simplify bookkeeping and document collection. Acquired by Xero for \$70M.*

- Used SPIN selling methodology to develop leads and gain their commitment to product demos
- Conducted product demos to understand client needs and attain sales. Met conversion rates of top full-time employees
- Used Salesforce IQ to manage over 500 client relationships

June 2016

- Apr 2017

### Co-Founder, Actively

*Actively was Canada's first marketplace for group experiences. At its peak, we featured over 60 activities in 3 cities, and hosted 300+ participants.*

- Applied lean startup methodology, resulting in 200+ discovery interviews and 3 major iterations
- Developed social media and content marketing with cumulative reach over 20,000 people

May 2016

- July 2016

### Customer Success and Sales Associate, Axonify

*Axonify provides gamified e-learning software. \$27M total funding.*

- Used Excel to correlate customer metrics to Axonify's data to prove the value of Fortune 500 contracts (e.g. Walmart)
- Prepared sales PowerPoints and demos for enterprise leads
- Facilitated customer roundtables to collect feedback

May 2015

- Aug 2015

### Prototype Solutions Analyst, Manulife RED Lab

*The RED lab is Manulife's research and innovation initiative.*

- Conducted research, designed UI/UX using Canva.com and Sketch, performed usability tests, and created tech prototypes to improve Manulife's personal banking and insurance offerings

## VOLUNTEERING & COMMUNITY

### 2018 Cansbridge Fellow

One of "15 Canadian next-generation leaders, risk takers, and entrepreneurs" to complete a self-organized internship in Asia (<5% acceptance rate)

### 2016 Startup Laurier Vice President of Events

Recruited Michael Wekerle (judge from Canadian 'Shark Tank') to be the keynote speaker for our flagship event. Won Business Event of the Year award

### 2013 Shad Valley Fellow

SHAD STEM and Entrepreneurship Program Alum